G.M. 1923

209 8 25

Pl. No 1

Revised arrangements for Publicity work in the State

G.R.S. III-21

Previous references.

Dewan's office d.o. file
23-21. of 1918.

1923.
(G.M).

File No. 209—23

Serial Nos.

preference

Later references.

800/103-24 Sb 102

800/42-24-6

Ex. 151-24-(Works)(Compl)

800/191-25-7. G.M/109-3581

" 31—39, Pl. 1.

GENERAL AND REVENUE SECRETARIAT

Serial Nos.

Part B for April 1924

SUBJECT

Revised arrangements for publicity work in the State

1 G. 13943-4003 dt 22.4.1924

Issues orders re. arrangements for giving publicity to Govt: measures and to matters of policy

G.R.S. III-21

Previous references.

(192)

File No.

Serial Nos.

Later references.

GENERAL AND REVENUE SECRETARIAT

Serial Nos.

Part B for

SUBJECT

Publication
The Name Act
attends upon it
8 Days

No 858

MYSORE ECONOMIC JOURNAL
Mamulpet,
BANGALORE City 29th August. 1923.

CONFIDENTIAL.

Dear Sir,

A few days back Raja Sabha Bhushana Diwan Bahadur K. P. Puttanna Chetty, C.I.E., mentioned to me what you were pleased to suggest about the starting at an early date of an up-to-day English Daily newspaper in the State run on responsible lines. Since then I have had a talk or two with him on the subject. I set down below some of the points requiring attention.

i. The enterprize will be in the hands of a public Company formed under the Mysore Companies Regulation, with limited liability. Capital Rs.500,000.

ii. The Company to receive the following help from Government on a reasonable basis:-

(a) Advertisements of definite annual value.
(b) Subscription of definite annual value.
(c) Building and grounds for location of Offices in a prominent locality within City limits. Terms of grant to be settled.
(d) Extra charges for dissemination of current news.

P.T.O.

(i) Reuter.
(ii) Association Press.
(iii) Extra special service.
Cable and other } Lump sum provision.

(e) Publicity Service--Special aid for early publication of State news as per arrangement.

(f) Moral support--General countenance of H. H.'s Government generally for securing financial support for the venture.

iii Change in the law. The law to be brought up to the position as it is in British India. (It has been conceded on all hands that the present Mysore law is too drastic and requires abrogation). There are one or two other points, besides the financial and moral aid set out above to be referred to. These, as suggested by Mr. Puttanna Chetty, I shall, if you will kindly permit me to do so, place before you in person.

I am quite confident of floating a public Company on the footing of a reasonable understanding with Government. The arrangements in regard to floatation can be pushed through rapidly, if they are settled early. The estimates of cost etc. have been worked out after very careful consideration. The people concerned in this business are respectable people and are prepared to do their best both as regards money and personal effort, provided Government are prepared to do their best.

If necessary, I shall arrange to wait upon you on Friday or any other day as you might choose to fix.

Letters addressed to the above address will always reach me without delay.

Yours Sincerely,

EDITOR.

To

A. R. Banerji, Esq., C.I.E., I.C.S.,

Dewan of Mysore, B A N G A L O R E.

BVN.

D.O. No. [illegible]

4

5th September 1923.

Dear Sir,

I have received your Confidential letter of the 29th August, regarding the proposal to publish an up-to-date daily English paper. When I have a little time, I shall send you intimation so that it may be possible to discuss the matter further. I am afraid the list of matters, in respect of which Government help is required, is very formidable and practically relieves the company of all charges which should fall legitimately on the concern. However, we may talk this matter over when we meet.

Yours sincerely,

M

C. Hayavadana Rao, Esq., B.A., B.L.,
Editor, Mysore Economic Journal.
Bangalore.

(3

7th September 1928.

Dear Mr. Latthan,

I enclose herein a copy of letter dated the 26th August 1928, received from R.A. Jayawardana Esq., requiring the approval to start an weekly [illegible] newspaper in Jaffna

shall be obliged if you will kindly trace and let me know me any correspondence relating to this subject during Mr. Ispenbrayer's time - whether any promise for newspaper venture was made to Mr. Ayavoo and Co.

Yours sincerely,

Ayavoo, Esq.,
Chief Secretary to Government.

MYSORE ECONOMIC JOURNAL
Mamulpet,
BANGALORE City 6th September 1923.

CONFIDENTIAL.

My Dear Sir,

I write to thank you for your kind D.O.letter No.M.122 dated 5th September. In doing so, may I be permitted to point out that what is now required from Government is what Government long ago--doing a previous regime--made a promise of? We were assured in a decided manner that Government would fix themselves for a fair amount of advertisement space per year at a remunerative rate and for the purchase of a fixed number of copies for use by them. This most Governments do in India. As regards building and grounds, the difficulty in securing a suitable building with sufficient vacant grounds adjoining it for expansion is admittedly great. The machinery to be fixed is likely to be so heavy that it would be altogether impossible to shift it from place to place. Renting of private buildings is consequently out of the question. Our experience of Press machinery and fittings enables us to state this

fairly definitely. Rackrenting by land-lords, in the case of newspaper owners, is fairly common and a venture like the one we have in view, cannot possibly stand such pressure. This is one of the few matters in which Government aid is possible and would be highly appreciated. Moreover our idea is not to get the building or grounds we may want, and Government may be able to place at our disposal, for nothing but to pay a reasonable price for it. We have one or two buildings and grounds in view and our suggestion is to request Government to give one of these to us for value to enable us to start well. Finally, as regards as Cable etc charges, our position is that Government had promised us originally to pay for Reuter's service. We take it that this offer would hold good now. I understood from Mr. Puttanna Chetty that you would be agreeable to this charge. Perhaps, Government are aware that Reuter's Agency was long paid a definite sum by the India Office to enable it to meet its Indian service charges. This was done as part of its duty to India. As to facilities for "Publicity Service" and "Moral Support," these

cannot prove, in any sense of the term, onerous to Government. Personally I would assure Government, especially in view of the nature of the venture, that the promotors of the proposed Company would desire only the minimum support from them. That some small help, in the directions indicated, is necessary will be obvious to most people who ponder the subject dispassionately.

As to change in the law, I will not now enlarge on this subject, as you were pleased to assure me sometime back in person that you were personally of the same view as proposed in my last letter and that you would certainly see to the abrogation proposed.

It will thus be seen that we will not want everything done for us by Government. We will provide the whole machinery, the stock in trade, the recurring charges, the equipment etc. We will also provide for the price of the buildings as suggested above. All this is likely to consume a good part of the proposed capital(Rs.5 lakhs).

Note

MYSORE ECONOMIC JOURNAL

BANGALORE 192

I will not go into further details but will await your summons as promised. I am most anxious to make our position clear--as far as it may be possible in a letter-- a little in advance. I shall gladly await on you immediately I hear from you.

Assuring you of my best services

Yours Sincerely,

EDITOR.

A. R. BANERJI, ESQR., C.I.E., I.C.S.,

Dewan of Mysore,

B A N G A L O R E.

BVN.

D.O. No. M135/[illegible]

DEWAN OF MYSORE

BALLABROOIE,
HIGH GROUND,
BANGALORE.

7th September 1923.

Dear Mr. Matthan,

I enclose herein a copy of letter dated the 29th August 1923, received from Mr. C. Hayavadana Rao, regarding the proposal to start an uptodate English Daily newspaper in Mysore.

I shall be obliged if you will kindly trace and let me know any correspondence relating to this subject during Sir M. Visvesvaraya's time - whether any promise for newspaper venture was made to Mr. Hayavandana Rao.

Yours sincerely,

K. Matthan, Esq., B.A.,
Chief Secretary to Government.

Sub. The Chief Secy has talked to me about this matter with Mr Hayavadanarao
20 prominent papers about this subject.
Can be traced in the Records of this Secretariat office Ch Sec'y M.V. 17-8-23

No 3969

MYSORE ECONOMIC JOURNAL
Mamulpet,
BANGALORE City 17th September 1923.

CONFIDENTIAL.

My Dear Mr. Matthan,

In continuation of my personal talk with you this afternoon, I am herewith sending a copy of the note on "Mysore Newspaper Syndicate" together with Government Order passed on 22nd April 1918. The note is in many respects out of date and is superceded in toto by the letter to the Dewan, of which you possess a copy. The original note enclosed was, I see from my remarks on the file, submitted on or about 23rd February 1918. Many copies of the note were sent by the then Dewan to persons he consulted in the matter.

Yours faithfully,

EDITOR.

K. MATTHAN, ESQ., B.A.,
Chief Secretary to the Government
of Mysore, B A N G A L O R E.

BVN.

MYSORE NEWSPAPER SYNDICATE

The need for an upto-date daily newspaper in - English and another in Kannada, both run by responsible people and on lines satisfactory to all interested in the progress of the State has long been a desideratum. Among Western Nations newspapers have long been recognised to fulfil a definite function in the economy of the State. In spreading culture and helping progress they have been assigned a high place. Not only this, they have helped to create public opinion as much as to lead it on sound lines and in creating and fulfilling new wants they have been admitted to have filled a useful role. In certain countries - notably in Germany - Governments have recognised and even assigned a definite function in the body politic to newspapers. It has been stated by a recent authority that Germany -- maintained 300 subsidized newspapers in Russia. It is known that Germany maintained dozens of first class - Editors to write articles and newsletters from Berlin and send them post paid to newspapers conductors the - world over for use by them. This was done to mainly influence public - nay international - opinion in -- favour of Germany and German mode of thought. In most Western Countries - including the colonies - and in - th e United States of America, newspapers are to be found even in the smaller towns. In Mysore we have not even one good daily in English and one good daily in Kannada to boast of. Every one now concedes that all sound progress is largely dependant on the extent to which the masses imbibe fresh ideas. The popularisation of these new ideas can only be secured by the -- Agency of well conducted newspapers. Other agencies

may

may be useful, but it cannot be gainsaid that newspapers alone can do this effectively.

Mysore State is a unit by itself and has its own needs and wants to satisfy. It does not secure to -- itself the attention it deserves in the Madras or Bombay papers. News of a kind relating to Mysore is published in these, no doubt, but they are far too scrappy and far too disjointed to serve any useful purpose. Mysore is situated well enough - from the Railway and other points of view - for it to possess its own independant press. Such a press may not only deal with Mysore politics and society as such but also with all India and international matters in a spirit at once fair and impartial to all -- parties concerned. Moreover, Mysore is fast developing on its own lines and the work before its Government and peoples is such that it wants essentially Mysore organs to represent its position, views and ideals. Only when it possesses its own papers, conducted by responsible men on responsible lines, can it help to create and lead -- that public opinion that it needs now and will need in an increasing degree in the future.

The time, therefore, has now arrived when some -- serious attempt should be made to bring into existence at least two independant newspapers in the State to satisfy purely Mysore needs. These should be owned and run by a body of representative Mysoreans. Preferably they should form themselves into a Joint Stock Company so that they may attract the necessary capital. Provided certain -- conditions are satisfied there is every chance of a -- responsible newspaper Syndicate coming into existence - to take up this necessary work. The syndicate, it may be added, will be a <u>purely Mysore one</u> in character - all

districts

Districts, interests and classes being represented on it. It may also be stated that it will leave the -- Civil and Military Station of Bangalore free to have its own present paper - "The Daily Post" - and endeavour to bring under its wings all the existing newspaper owners in the State. In regard to the latter, it may be further added that as regards - those which may not care to join the present syndicate every attempt will be made to work in harmony with -- them.

The conditions to be satisfied are as follows:-

(1) ALTERATION IN LAW ; -

The present Press Law is felt to be a great -- obstacle in the way of establishing a high-class paper. The need for alteration has long been pressed. It - might have been necessary at a time when the papers were conducted by half-educated or ill-educated men with -- little or no sense of responsibility. When a responsible Joint Stock concern, with men of recognised social --- status and worldly experience, propose to own and run it, the chances of its acting otherwise than in the best -- interests of the State are little or nil. Realising that War conditions now prevailing may require the strong arm of the executive to reach any possible evil doers, the - immediate alteration may be restricted to the doing away with executive action as such and substituting for it - a judicial trial preferably by the Chief Court. This is felt a necessity because the law as it stands is not - only drastic but attaches a stigma to journalism and -- Journalists as such. The judicial trial suggested would bring the law into conformity with what it is in British India. The law in Mysore is more summary than that prevailing in British India. After the War is concluded,

it

it is felt by the promoters of the present scheme that the Press law should be wholly abrogated. With a wholesome public opinion as voiced in responsible organs owned and conducted by responsible citizens, the need for it would, it is felt, be gone for ever. Some definite assurance - if not exactly a pledge - is required in this behalf.

(2) Any difficulties in the way of Government officials or officers subscribing to the proposed Company's capital should be done away with. The rules in this behalf -- should be made perfectly plain and intelligible to all.

(3) As the capital required for the proposed company is as much as Four Lakhs, and as the papers to be started and conducted by it are to be run in the general interests of the Mysore State and its peoples, it is felt that it should as far aspossible be fully Mysore owned. This is possible only when all interested in the State subscribe to it. It is desired by the promoters that every one - official and non-official - should be allowed to subscribe to its share capital. Not only that, it is hoped that the higher officers, the aristocracy and Their Highness the Maharaja and the Yuvaraja should show their sympathy for their venture. When their interest assured, the Syndicate it is felt will prove a decided success.

(4) Before issuing the prospectus, the Syndicate feel that shares of the value of 2 Lakhs should be privately subscribed for by all interested in the venture and that an open declaration in the prospectus that such a sum has been privately subscribed for is likely to have a good - effect on the generality of the Mysore Public.

(5) The syndicate feel that it is absolutely necessary for it to be free from all obligations to Government in its

its floatation. The Syndicate does not therefore seek any concessions or other help from Government except in so far as any may be open to it as to any other industrial or other undertakings under any existing rules or rules that may -- hereafter come into force.

(6) The Syndicate would request, however, that it should be given every assistance possible both before and after -- floatation of the proposed Company on terms clearly and -- definitely agreed upon by both parties, such technical or - other help as may be possible for it and necessary for assur -ing the Commercial success of the venture. This assistance is not likely to be sought except in regard to

1) Erection ofmachinery
2) Electric plant,
3) Buildings and
4) preliminary work in regard to floatation.

The proposers of the venture feel that the work they propose to undertake ~~are worthy~~ worthy of every reasonable support both by His Highness' Government and by the general public. The latter is largely dependant on the farmer. It is therefore urged by them that His Highnesses' Government should - review the whole matter in a sympathetic spirit and help towards the realisation of an idea whose possibilities for good are, it is felt, great.

ROUTINE NOTES.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

No papers about this being
here when the Capt
Br. came to the D. C.
Secretary, I asked Mr Haza-
rasana Rao whether there
was any ~~file~~ correspondence
with Post. He seemed to
think that everything was
normal, but promised to
look through his papers.
Will let me know

Lieut.
7/6

Dewan

Field
Beyond file no 41
seen by the Dewan. There
is nothing else in the
Dewan's office record.
AD
13/7.

Existing
to Asst to
the Resident

N. B.—Should routine notes be written on small slips, the notes must be copied, or slips pasted on this form.

G. R. S. III—3]

ROUTINE NOTES.

[To be used only for notes, requisitions, etc., not intended for permanent record]

N. B.—Should routine notes be written on small slips, the notes must be copied, or slips pasted on this form.

W D 1880—GPB—1,50 000—2 5-21

D.O.No. P. 203/Exc. one file.

6th November 1923.

My dear Mirza,

I understand that there was a proposal in 1918, during Sir M. Visvesvaraya's time, to start an up-to-date English Daily Newspaper in Mysore and that definite concessions were promised to Mr. Nayavadana Rao if he brought about a newspaper syndicate to work out the idea.

No papers relating to this subject are traceable either in the Secretariat or in the Dewan's office records except the accompanying incomplete file. This, however, gives very little information. Reference is made therein to your letter to Mr. Venkatakrishnaiya and to the telegrams which passed between you and Sir M. Visvesvaraya in regard to Mr. Nayavadana Rao.

I shall be obliged if you will kindly send me copies of Sir M. Visvesvaraya's letter to you, to which you replied by telegram on the 5th September 1918, and of your letter to Mr. Venkatakrishnaiya. I shall esteem it a favour if you can also send me copies of any other

papers which you may have on the subject.

Mr. Rayavarlana Rao has, on the strength of the alleged promises made to him in 1918, approached me with a request for certain concessions to enable him to start a joint-stock company to run an up-to-date English Daily. This application cannot be disposed of without the papers referred to above.

The enclosure may be kindly returned.

Yours sincerely,

Asin-ul-mulk

Mirza M. Ismail, C.B.E.,

Private Secretary to His Highness

the Maharaja of Mysore.

D.O. No. 95-

PRIVATE SECRETARY MYSORE

The Palace,
Mysore.

19th November 1923.

My Dear Mr. Banerji,

In reply to your D. O. letter No. P.203 dated the 6th instant, I write to say that a copy of my letter to Mr. Venkatakrishniah is not forthcoming here and I have, therefore, written to Sir M. Visvasvaraya for a copy of the same if available with him.

Yours sincerely,
Mirza M. Ismail

Miani House,
High Ground,
Bangalore.
23rd November 1920.

My dear Sir,

I am in receipt of your letter -- dated the 19th November forwarding copy of -- D.O. letter No.P.203 dated the 6th idem addressed to you by the Dewan. I had a search made among my personal papers but found there is no copy with me of your letter to Mr. M. Venkatakrishnayya. I send herewith a confidential note on the subject found among my papers.

It is true I sympathised with the movement because I thought a Daily Paper was necessary to voice Mysore interests whenever large questions of all-India importance came up for consideration. I did move to enlist the sympathies of Government but I could not

have promised any concessions without proper authority. As you are aware, I had no such authority.

Yours sincerely,

M. Visvesvaraya

Mirza M. Ismail, Esq., B.A., O.B.E.,
Private Secretary to
H.H. the Maharaja of Mysore,
Mysore.

MYSORE NEWSPAPER SYNDICATE.

The need for an up-todate daily newspaper in English and another in Kannada, both run by responsible people and on lines satisfactory to all interested in the progress of the State, has long been a desideratum. Among Western Nations newspapers have long been recognised to fulfil a definite function in the Economy of the State. In spreading culture and helping progress, they have been assigned a high place. Not only this, they have helped to create public opinion as much as to lead it on sound lines and in creating and fulfilling new wants they have been admitted to have filled a useful role. In certain countries -- notably in Germany -- Governments have recognised and even assigned a definite function in the body politic to newspapers. It has been stated by a recent authority that Germany maintained 300 subsidized newspapers in Russia. It is known that Germany maintained dozens of first class Editors to write articles and news letters from Berlin and send them post paid to newspaper conductors the world over for use by them. This was done to mainly influence public - nay international - opinion in favour of Germany and German mode of thought. In most Western countries - including the Colonies - and in the United States of America, newspapers are to be found in even the smaller towns. In Mysore we have not even one good daily in English and one good daily in Kannada to boast of. Every one now concedes that all round progress is largely dependent on the extent to which the masses imbibe fresh ideas. The popularisation of these new ideas can only be secured by the agency of well-conducted newspapers. Other agencies may be useful, but it cannot be gainsaid that newspapers alone can do this effectively.

Mysore State is a unit by itself and has its own needs and wants to satisfy. It does not secure to itself the attention it deserves in the Madras or Bombay papers. News of a kind relating to Mysore is published in these, no doubt, but they are far too scrappy and far too disjointed to serve any useful purpose.

Mysore is situated well enough - from the Railway and other points of view - for it to possess its own independent press. Such a press may not only deal with Mysore Politics and Society as such but also with all India and international matters in a spirit at once fair and impartial to all parties concerned. Moreover, Mysore is fast developing on its own lines and the work before its Government and peoples is such that it wants essentially Mysore organs to represent its position, views and ideals. Only when it possesses its own papers, conducted by responsible men on responsible lines, can it help to create and lead that public opinion that it needs now and will need in an increasing degree in the future.

The time, therefore, has now arrived when some serious attempt should be made to bring into existence at least two independent newspapers in the State to satisfy Mysore needs. These should be owned and run by a body of representative Mysoreans. Preferably they should form themselves into a Joint Stock Company so that they may attract the necessary capital. Provided certain conditions are satisfied, there is every chance of a responsible newspaper Syndicate coming into existence to take up this necessary work. The Syndicate, it may be added, will be a purely Mysore one in character - all districts, interests and classes being represented on it. It may also be stated that it will leave the Civil and Military Station of Bangalore free to have its own present paper - "The Daily Post" - and endeavour to bring under its wings all the existing newspaper owners in the State. In regard to the latter it may be further added that as regards those who may not care to join the present Syndicate, every attempt will be made to work in harmony with them.

The conditions to be satisfied are as follows:-

(1) Alteration in Law: The present Press Law is felt to be great obstacle in the way of establishing a high-class paper. The need for alteration has long been pressed. It might have necessary at a time when the papers were conducted by ed or ill-educated men with little or no sense of

men of recognised social status and worldly experience, propose to own and run a newspaper, the chances of its acting otherwise than in the best interests of the State are little or nil. Realising that the War conditions now prevailing may require the strong arm of the Executive to reach any possible evil doers, the immediate alteration may be restricted to the doing away with executive action as such and substituting for it a judicial trial, preferably by the Chief Court. This is felt a necessity because the law as it stands is not only drastic but attaches a stigma to journalism and journalists as such. The judicial trial suggested would bring the law into conformity with what it is in British India. The Law in Mysore is more summary than that prevailing in British India. After the War is concluded, it is felt by the promoters of the present scheme that the Press Law should be wholly abrogated. With a wholesome public opinion voiced in responsible organs owned and conducted by responsible citizens, the need for it would, it is felt, be gone for ever. Some definite assurance - if not exactly a pledge - is required in this behalf.

(2) Any difficulties in the way of Government officials or officers subscribing to the proposed Company's capital should be done away with. The rules in this behalf should be made perfectly plain and intelligible to all.

(3) As the Capital required for the proposed Company is as much as Four Lakhs and as the papers to be started and conducted by it are to be run in the general interests of the Mysore State and its peoples, it is felt that it should as far as possible be fully Mysore owned. This is possible only when all interested in the State subscribe to it. It is desired by the promoters that every one - official or non-official - should be allowed to subscribe to its share capital. Not only that, it is hoped that the higher officers, the aristocracy and Their Highnesses the Maharaja and the Yuvaraja should show their sympath[illegible]he venture. When their interest is assured, the Syndica

it is felt, will prove a decided success.

(4) Before issuing the prospectus, the Syndicate feel that shares of the value of Two Lakhs should be privately subscribed for by all interested in the venture and that an open declaration in the prospectus that such a sum has been privately subscribed for is likely to have a good effect on the generality of the Mysore public.

(5) The Syndicate feel that it is absolutely necessary for it to be free from all obligation to Government in its flotation. The Syndicate does not therefore seek any concession or other help from Government except in so far as may be open to it as to any other industrial or other undertaking under any existing rules or rules that may hereafter come into force.

(6) The Syndicate would request, however, that it should be given every assistance possible, both before and after floatation of the proposed Company, on terms clearly and definitely agreed upon by both parties, such technical or other help as may be possible for it and necessary for assuring the Commercial success ~~for~~ of the venture. This assistance is not likely to be sought except in regard to

1. Erection of machinery,
2. Electric plant,
3. Buildings and
4. Preliminary work in regard to flotation.

The proposers of the venture feel that the work they propose to undertake ~~are~~ is worthy of every reasonable support both by His Highness' Government and by the general public. The latter is largely dependent on the former. It is, therefore, urged by them that His Highness' Government should view the whole matter in a sympathetic spirit and help towards the realisation of an idea whose possibilities for good are, it is felt, great.

8th December 1923.

My dear Mr. Mirza,

Will you please refer to my D.O. of the 6th November last enclosing an incomplete file of papers relating to the starting of an up-to-date English Daily Newspaper in Mysore? I shall be obliged for the return of these papers, together with any others on the subject which you may have.

Yours sincerely,

Amin-ul-mulk

Mirza M. Ismail, C.B.E.,

Private Secretary to His Highness

the Maharaja of Mysore.

Go No 112
See one file

The Palace,
Mysore.

17th December 1923.

My dear Sir,

In reply to your D.O.letter No.P.246 dated 8th instant, I return herewith the file of papers relating to the starting of an up-to-date English Daily Newspaper received with your D.O. No.P.203 dated 6th ultimo. No ~~more~~ papers are available in this office.

Yours sincerely,
Mirza M. Ismail

Raja Mantra Dhurina
A.R. Banerji, Esq., C.S.I.,C.I.E.,
Bangalore.

Ballabrooie,

Bangalore,

25th August 1918.

My dear Mirza,

x x x x

I will not refer to any of the smaller questions because they are all being handled by H.H. the Yuvaraja. There is one matter however regarding which I mentioned to H.H. the Yuvaraja that I would be writing to you. This is about the starting of a daily paper in Bangalore. They want some assistance from the Economic Conference Offices for starting the paper in the same way that we give similar help to other industries. They want the help of Mr. Hayavadana Rao at the start without interfering with his own duties. He might withdraw from the day the paper actually starts work. There can be no objection to help in such a matter if the policy of the paper is to be quite independent and it is supported by the leading men of the State. If His Highness thinks there is any difficulty or objection in doing so, perhaps you will kindly let me know and the matter will be dropped.

x xx x x

Yours sincerely,

Sd/ M. Visvesvaraya.

" Extract "

17.12.23

TELEGRAM DATED 2ND SEPTEMBER 1918.

"Sir Visvesvaraya, Bangalore.

Yours of 25th. His Highness has no objection to Mr. Hayavadan Rao helping till paper actually starts.

Mirzaismail,

=====

TELEGRAM DATED THE 5TH SEPTEMBER 1923.

Mirza Ismail, Esqr.,
Mysore Maharaja Camp, Srinagar (Kmr)

Much obliged for His Highness gracious permission regarding Hayavadanarao will be a good move. Dewan.

======

" C O P I E S "

17.12.23

BALLABROOIE,

High Ground,

Bangalore,

9th September 1923.

Your Highness,

I feel I should bring to Your Highness's notice two matters in regard to which I have heard from Mr. Mirza.

With Your Highness's consent, I had requested permission to allow Mr. Hayavadana Rao to assist in starting a Daily Paper in Bangalore in the initial stages of the project. His Highness has graciously approved of the proposal.

xx xx xx xx

Your Highness's obedient servant,

Sd.- M. Visvesvaraya,

" E x t r a c t "

17.12.23

The Palace, Mysore,
11th September 1918

My dear Sir,

I thank you for your letter of the 9th instant, informing me that His Highness has approved of your proposal to depute Mr.Hayavadana Rao to assist in starting a Daily Paper in Bangalore.

xx xx xx xx

Yours sincerely,
Sd/ T.Thumboo Chetty.

Sir M.Visvesvaraya, K.C.I.E.,
Dewan of Mysore,
Bangalore.

"Extract"
17/12.23

(For Disposal at a Meeting)

No. C. 262

9 1923.4

GENERAL AND REVENUE SECRETARIAT.

Council Matter.

SUBJECT.

(Clause xii of the Schedule)

Constitution of a "Mysore Newspaper Syndicate".

CIRCULATED TO THE MEMBERS OF COUNCIL.

By Order,

26th December 1923.

Chief Secretary to Government.

Extraordinary Member of Council.

Ce.879 Ce/1/24 First Member of Council. 14/1

Second Member of Council. 27/1

Third Member of Council.

REPLY.

(To be written on this margin)

Office of the Dewan of Mysore.

NOTE.

Dated....24th December.....1923.

Mr.C.Hayavadana Rao has drawn the attention of the Government to a note submitted by him in February 1918 to the then Dewan Sir M.Visvesvaraya in the matter of the constitution of a "Mysore Newspaper Syndicate" for organising an up-to-date Daily Newspape in English run by responsible people and on lines satisfactory to all interested in the progress of the State. The main suggestions indicated in that note were:-

1. The ownership and management of the Syndicate should be owned by a body of representative Mysoreans.

2. The Syndicate should be purely Mysorea in character - all districts interests and classes being represented on it.

3. The Civil and Military Station may have its own "Daily Post" and all other newspaper owners in Mysore should be persuaded by the Syndicate to join it and in case they do not so join, the Syndicate should work in harmony with them.

4. Officials of Government should be permitted to subscribe to the share capital.

5. Government should help the Syndicate in the following matters:-

   (a) Erection of Machinery.
   (b) Electric Plant.
   (c) Buildings and
   (d) Preliminary work in regard to floatation.

Subsequently, in a D.O.letter dated 29th August 1923, Mr.Hayavadana Rao made more specific proposals in the matter as follows:-

(i) He would float a limited company registered under the Companies'

Regulation with a capital of Rs.5 Lakhs.

(2). The Government to give the necessary help as detailed below:-

(a) Advertisements of definite annual value.
(b) Subscription of definite annual value.
(c) Building and grounds in a prominent locality, on terms to be settled with Government.
(d) Extra charges for dissemination of current news for which a lumpsum provision should be made annually.
(e) Special aid for early publication of State news.

When it was pointed out to him that the above list of matters in respect of which Government help was required was formidable and would practically relieve the company of all charges which should legitimately fall on the concern, he explained in his letter dated the 6th September 1923, that the Government may place at the disposal of the Company, one or two buildings for a price to be settled and that the charges for Reuter's cables may be paid by Government, just as India - Government pays to the Reuters for the publicity services they undertake on behalf of Government, and that what is wanted through Government was moral support more than anything else. He has, however, added that the Government in 1918 had promised him all these concessions if a Syndicate could be brought into being then. As no papers in this regard were traceable either in the Dewan's office or in the Secretariat, a reference was made to Sir. M. Visvesvaraya whether any promises as are referred to by Mr.Hayavadana Rao had been ever made before. In reply, Sir M.Visvesvaraya says "It is true I sympathised with the movement because, I thought a daily paper was necessary to voice Mysore interests whenever large questions of all-India importance came up for consideration. I did move to enlist the sympathies of Government, but I could not have promised any concessions without proper authority."

He adverts to the same note, a copy of which has already been submitted by Mr.Hayavadana Rao. From the copies of certain correspondence contained in the Confidential File No.41, it can be gathered that during Sir M.Visvesvaraya's time, there was a proposal for starting a paper, that the promoters approached the then Dewan for assistance from the Economic Conference, and that the Dewan recommended to His Highness that the services of Mr.Hayavadana Rao (who was then the Editor of the Economic Journal) might be lent to them if the policy of the paper was to be quite independent and supported by the leading men of the State. This recommendation was also approved by His Highness.

There is no doubt that an up-todate Daily Newspaper run on responsible lines is necessary in Mysore. In view of the recent constitutional developments in Mysore, it is essential that a healthy public opinion should be created and led on sound lines and this can be best done by organising an English local daily paper on well-recognised lines so as to spread correct news among the masses and properly educate them in their duties and functions. As English education has not yet spread to the masses to the extent desired, it may also be necessary to start a Vernacular Daily at the same time for circulation in the villages.

The concerns may be entrusted to a Syndicate, as proposed, of representative Mysoreans drawn from all classes of His Highness' subjects irrespective of caste or creed and an attempt

made to bring the existing vernacular papers also within the Syndicate. But before taking any further action in the matter, the question of policy which has more than once been discussed in Council has to be settled. Personally I am in favour of giving some encouragement but it has to be limited both in its scope as well as its object to the development and encouragement of healthy journalism and not take the form of a subsidy to secure support of Government. Independance of views has to be safeguarded but at the same time owing to apathy of the people and general likelihood of financial loss develving on any venture of this kind - it is the duty of Government to show by moral support that a properly organised syndicate can make a good paper pay.

May be considered in Council.

24.12

Bangalore,
24th December 1923.

Subject- C.

Constitution of a Mysore Newspaper Syndicate.

...

OPINION OF THE COUNCIL.

Note

Mr. Evans cannot be entertained to the question of agency or publicity agency ~~may be~~ for which ~~&~~ work ~~might~~ may be undertaken by the Mysore alsanatic by the Mysore Bluebook journal is Remarks.

24/1/24

1, Issue do. pursuant to Govt. Res.
2. Secretary instructed the P.S.D. to prepare a note re agency & publicity work in this connection for the information of C.C. instructions. Except all the enjoyment

23/1/24

Returned to Chief with a note as the duty performed in connection C. 24/1

D.O. No. 232 C.S.

General and Revenue Secretariat,

Bangalore, 23rd January 1924.

CONFIDENTIAL.

Dear Mr. Hayavadana Rao,

With reference to your confidential letters of the 29th August 1923 and 6th September 1923 addressed to the Dewan on the subject of starting an up to date English Daily Newspaper in Bangalore, I am desired to state that the Government have considered your proposals and find that they are unable to entertain the same. ~~as the~~ as the cost appears to be ~~excessive~~ very high.

Yours sincerely,

C. Hayavadana Rao, Esq., B.A., B.L.,
Editor, 'Mysore Economic Journal',
Siddicutte, Bangalore City.

(40

No. MYSORE ECONOMIC JOURNAL 19, Gundopunt Buldgs., Siddicutta,

BANGALORE City 22nd January. 192 4.

C O N F I D E N T I A L.

Dear Mr. Matthan,

I enclose herewith the Figures you wanted in connection with the Newspaper Syndicate's proposals. I have only given the final figures as cast out on the latest prices available etc. I would invite your kind attention to the Note prefixed to the Tables.

Yours Sincerely,

C Rangaswamy Rao

TO.

K. Matthan, Esq., B.A.,

Chief Secretary to Government of Mysore,

B A N G A L O R E.

BVN.

MYSORE NEWSPAPER SYNDICATE.

CONFIDENTIAL.

N O T E.

(1) The figures given in the estimates are based on the latest quotations for plant and machinery.

(2) Full details as to Plant and Machinery, working capital, cost of floatation etc., can be given, if required. Unnecessary details have been omitted.

(3) The whole estimate of profits is dependent on realization of adequate income ~~from~~ the head "Government advertisement Account" which should not be overlooked. If there is any falling off in this item, the profits will go down materially and the commercial success of the concern cannot be guaranteed.

(4) The rock bottom basis of the venture is that it should prove a financial success and that it should grow into a permanent institution in the land.

(5) The Company's subscribed capital will be Rupees five lakhs and its responsibility for using it in a profitable manner is great. The Directors of a concern of this nature cannot take up a position inimical to its commercial success from the start.

Bangalore City,
22nd January 1924.

C A P I T A L.

To Land and Building ..	Rs.	44000	0	0
" Plant and Machinery, (Rotary Machine Lyno-Type machines with motors complete, stered plant etc.)	"	250000	0	0
" Photo and process Departments with equipment ..		10000	0	0
" Initial Stock ..		50000	0	0
" Working Capital ..		131000	0	0
" Office equipment (Library, Furniture &c)		10000	0	0
" Cost of floatation (Registration &c.)		2500	0	0
" Cost of machinery erection &c.		2500	0	0
	Rs.	500000	0	0

Estimated Gross Income.

From subscription to Ehglish daily-- 2000 subscribers at Rs.24/- per mensum	Rs.	48000	0	0
From advertisement to --do-- From Government Account: Rs.3000/- per mensum From Public Account: Rs.1500/- per mensum	"	54000	0	0
From subscriptions to Kannada Daily:- 3000 subscribers at Rs.18/- per mensum	"	54000	0	0
From a vertisement to--do.-- From Government Account Rs.1000/- per mensum From Public Account Rs.1000/- per mensum	"	24000	0	0
	Rs.	180000	0	0

Estimated working expenses. (For one year.)

To Editorial Establishments of two dailies (English and Kannada)	Rs.	66200	0	0
To printing do. do.	"	36000	0	0
To office do. do.	"	16800	0	0
	Rs.	119000	0	0

Estimated Profits and Allocation Thereof.
(For one year.)

		Rs.	A.	P.
Profits:-				
By Gross Income	..	1,80,000	0	0
To working expenses	..	1,19,000	0	0
		61,000	0	0
To depreciation on machinery and buildings--at 5 p.c.	..	3,000	0	0
		58,000	0	0
To Fire Insurance Premium on buildings and machinery and stock	..	3,000	0	0
		55,000	0	0
To Income-Tax Account		4,000	0	0
		51,000	0	0
Allocation:-				
To dividend at 9 p.c. per annum on five lakhs (paid up)capital)		45,000	0	0
To writing off preliminary expenses		2,500	0	0
To carry forward to next account and to reserve and dividend equilization Funds	..	3,500	0	0
		51,000	0	0

Bangalore City,
22nd January 1924.

(For Disposal at a Meeting)

No. C.

.....192 .

GENERAL AND REVENUE SECRETARIAT.

Council Matter.

SUBJECT.

(Clause xii of the Schedule)

Question of organising an agency for publicity work.

CIRCULATED TO THE MEMBERS OF COUNCIL.

By Order,

.....28th January.....192 4.

Chief Secretary to Government.

Extraordinary Member of Council.

5769
29/1

First Member of Council.

29/1

Second Member of Council.

29/1

Third Member of Council.

DEWAN'S NOTE ON PUBLICITY WORK IN MYSORE AND SOME SUGGESTIONS FOR ITS IMPROVEMENT.

****

or

Although there has been some attention given to publicity work from time to time by the Government when they passed orders about the Economic Journal, the Artha-sadhaka Patrike, the Press Room, and the Blue Book Journal it must be admitted that publicity work has not yet been organized on definite lines with a definite policy. The importance of publicity work as a part of administrative work has always been recognised and accepted, especially when a country is on the eve of a political awakening and organizations have been set on foot by other Governments to disseminate on the one hand correct information about administrative measures and matters of public interest, and on the other to watch for the feeling of the people as evinced in the utterances of the press of the country, for supplying timely correctives in the shape of press notes, leaflets, etc., and to remove misapprehensions and clear doubts. The usefulness of these organizations is undoubte and this method was resorted to in British India during the war time which also coincided with the inauguration of Reforms in British India, so that Publicity Bureaus were called into being at a critical time and are admitted to to have exercised a very healthy influence on public opinion. The propaganda work in this behalf included, amongst other items, the dissemination in simple readable form, of correct interpretations of Government Orders and administrative measures for familiarizing the people with a connected account of the activities of Government in the several departments together with simple articles on semi-political matters, matters of public health, agriculture, veterinary aid, and other miscellaneous questions. The

method adopted was in accordance with the facilities already existing in British India by making use of the existing press for propaganda work. Boards were also formed for associating a number of public spirited men of all parties with this work and matters of controversial nature were scrupulously avoided. The question of starting a Publicity Bureau in Mysore was considered in 1921 but was deferred for want of funds in that year. It was re-opened in 1922, and my views on the subject are recorded in a minute given below:-

> "The conditions of public administration in an Indian State are different from those in British India and a Publicity Bureau, however desirable in British India, seems unnecessary here. I am of opinion that every week short press notes may be published giving important official news and abstracts of orders issued."

In pursuance of this opinion, the question of issuing timely and periodical press notes was taken up and was organised on a satisfactory footing so as to ensure the timely supply of all official news of interest to the papers. In this connection, the Mysore Gazette was remodelled so as to make it the chief medium of publishing official news of any general public interest in order to increase its usefulness as a means of educating public opinion. In regard to the education of the public in economic and social matters, Government have already started and handed over to private agencies the Economic Journal and the Arthasadhaka Patrika, with liberal subventions until such time as they are self-supporting. But in regard to the education of the public on the administrative side, the facilities now available to Government are insufficient for obvious reasons. The official Gazette has a circulation of 1,130 copies for the English edi-

edition and 250 copies of the Kannada edition. The Mysore Blue Book Journal which was started in 1916 on the model of the Bombay Blue Book Journal was slightly amplified so as to include parts III & IV to serve the additional purposes which Government had then in view. The objects of this publication are to enable the public to get a connected account of the measures and the policy of Government from time to time which they cannot easily get from the gazette, to enable public servants also to know the activities of other departments, and to facilitate easy reference to Government orders and measures in a form which is at once handy and exhaustive. These are, in brief, the official and quasi-official publications encouraged by Government in Mysore.

Conditions have, however, changed with the announcement of Reforms in Mysore. There will be a great political awakening and a need will be increasingly felt in future years for at least one official publication in Mysore which has the definite policy of educating the public opinion and supplying correct information. This publication will have to be issued also in Kannada so as to reach a large mass of the Kannada-reading public. It should be sufficiently cheap as to be within ~~the~~ easy reach of every literate man in the State who cares to take interest in public matters and administrative measures. In the absence of an efficient daily either in English or Kanarese in the State, with a sufficiently large circulation, the first thing that suggests itself for our purposes is, no doubt, the Mysore Gazette, but on a slight consideration this paper will be found unsuited for popular requirements both on account of its present unavoidable bulk and on account of the difficulty of including in it miscellaneous matters relating to public health, semi-political and economic measures, agri

agricultural and veterinary matters and so forth. The creation and fostering of a non-official popular magazine or paper in Kannada to fulfil our objects is a task which is difficult to undertake both on account of the financial considerations involved as well as on account of a paucity of enterprise in the country in this direction. Our efforts on these lines have proved disappointing so far as the Arthasadhaka Patrike and the several District papers started in recent years are concerned. The Arthasadhaka Patrike, which was first entrusted to Mr. Gopala Iyengar was given up by him in December 1922 as unworkable and the new arrangement with Mr. Gundappa is certainly not working in a satisfactory manner. In spite of the munificent subvention of Rs. 3,500 per annum for this slender monthly, the issue of the journal is very irregular and it has not been able to keep to the ideals and objects with which it was first started. It is also difficult to efficiently control these quasi-official organs and maintain them at a sufficiently high standard and with a definite ~~standard~~ policy. The question of starting a Newspaper Syndicate as a Joint Stock concern was mooted by Mr. C. Hayavadana Rao in 1918 and again re-opened recently. But the financial help he expected from the Government (about Rs. 75,000 per annum) so as to make this concern a financial success was prohibitive and out of all proportion to the benefits expected to accrue to the Government. The question was informally discussed in Council at the last meeting.

The only solution that suggests itself to my mind and put forward in Council is the developing of the Blue Book Journal which is at present a bi-monthly, into a monthly of about 50 pages ~~and~~ to be issued in two editions of

His new
name 28/1

Kannada and English. The average length of the annual volume of this journal is now between 400 and 500 pages and it is not difficult to find matter to fill the 50 pages of its monthly volume. The journal is at present under the charge of a complier who is one of the Asst. Secretaries to Government and is assisted in this work by a clerk. The cost of this publication now is Rs. 1300.

Clerk 804
Print 1300
Total 2104
Receipts 800
Net 1304

My proposals in this connection are as follows:-

1) The Blue Book Journal may be amplified and styled "Mysore Government Blue Book and Publicity Journal" so as to include the following parts:---

Part. I. Prefatory remarks and comments explaining important Government orders and other measures (of importance). (Editorial)

[illegible] Important Government Orders and administrative measures in an abridged form.

Part II. Reviews of important administrative reports, books and other publications by the Mysore Government.

Part. III. Interesting extracts from foreign Government Orders and administrative measures.

Part. IV. Notes, correspondence, and suggestions from Government officers and the public.

Part. V. Miscellany relating to Local Self Government public health, agriculture and veterinary and economic questions, leaflets on matters of importance, etc.

N.B. Matters of a controversial nature to be scrupulously avoided.

[illegible] The journal may be embellished with illustrations.

2. The journal may be issued simultaneously in monthly volumes to appear on the 5th of every month in 2 editions, English and Kannada.

3. The subscription may be fixed at Rs. 3 per annum for the English edition and Re. 1 per annum for the Kannada edition.

4. The publication should not be too official in tone and diction. The editorial work should be entrusted to a journalist on contract.

5. The following staff may be sanctioned for this work:-

	Cost per annum.
1. One Superintendent on Rs. 150 a month.	Rs. 1,800
2. One Translator on Rs. 100 per month.	Rs. 1,200
3. One Steno-Typist on Rs. 60 a month.	Rs. 720
4. Two clerks, one on Rs. 45 and the other on Rs. 50 .	Rs. 1,140
5. Two peons on Rs. 10 each. (One of these will be a cycle orderly)	Rs. 240
Total.	Rs. 5,100

6. The question of associating the leading public men and publicists in the State with this journal in the same manner as is done in British India for the Publicity Bureaus should not be lost sight of. A Board for the management of the journal may be constituted with 9 members, 4 of whom may be Government Secretaries (Chief Secretary, Revenue Secretary, Local and Legislative Secretary, Secretary to Representative Assembly and Legislative Council) and three other important public men, preferably members of the Legislative Council and Representative Assembly and two selected Heads of Departments. They may meet on the 15th of every month and the Editor may act as Secretary to the Committee.

The Editor, whoever he may be, should given a retaining fee plus a per centage of net profits if there be any, meaning excess of receipts over expenditure. To begin with, I should fix the retaining fee at Rs. 150 per [illegible]

It is also necessary to consider whether the subvention which is now given to the Arthasadhaka Patrika may not be withdrawn in view of the amplified nature of this journal, which will also deal with economic matters in part V of its monthly volume. The Patrika, which is now entering on its fourth year of existence has not shown any prospects of supporting itself in future.

These pro-

These proposals may now be brought up at a meeting of the Council.

tor

Bangalore,
28th Jany. 1924.

28.1.

CSR.

(52)
C303

Subject-

Question of organising an agency for publicity work.

....

OPINION OF THE COUNCIL.

8/2.

The subject & ind Members
Parties by Mr. Chandhoke
Dabir & Mr. Dee examined
by
7/2/24

ind Members) 8/2

Serial No.

As suggested at the Council Meeting on the 7th instant, I sent for Mr. D.V. Gundappa and had a talk with him in the matter.

The undermentioned alternatives were discussed:-

(i) To convert the present Arthasadhaka Patrike into a Blue Book and Publicity Journal,

(ii) To publish a separate Blue Book and Publicity Journal in Kannada and

(iii) To make use of the existing Vernacular newspapers in the State for giving publicity to Government orders, schemes etc.

2. With regard to the 1st alternative, Mr. Gundappa is not prepared to have the Arthasadhaka Patrike converted into a Government Blue Book and Publicity Journal. On looking into the file relating to the transfer of the Patrike to him, I find that he has been permitted to convert the Journal from a weekly to a monthly publication and also to allow matters relating to History, Literature, etc. published therein instead of its being devoted to purely economic matters. The term of the agreement with Mr. Gundappa extends up to end of December 1925; and so long as he abides by the conditions of the agreement, we cannot compel him to change the character of the Journal or withhold his subsidy if he fails to do so.

Though Mr. Gundappa is not prepared to change the present character of the Journal or even reconvert it into a weekly, he is quite willing to publish in the Journal any Government matter that may be sent to him

NOTE—Contn. sheet.

Serial No.

him and to set apart, if necessary, a few pages of the Journal for the purpose. I think that, for the present and until the expiry of the existing arrangement with him, his offer may be accepted and arrangements made for the publication in Sahitya Parishat of all important Government matters including orders of Government as well as Circulars of Heads of Departments which are of interest and importance to the public. If this course is to be adopted, there must be some officer who should be held responsible for collecting all the matters relating to the several Departments which should be published in the Journal and for editing them and sending them in a form suited for immediate publication. The Kanarese Translator to Government who was recently appointed may perhaps be entrusted with the work for some time, as a tentative arrangement, the assistance of a clerk being given for if necessary, for the purpose.

3. As regards the 2nd alternative - the publication of a separate Blue Book and Publicity Journal in Kannada by Government - which is the one suggested by Dewan in his note dated 28th Jan. 24 I am inclined to think that the cost - which is estimated by the Dewan at about Rs.5,000/- per annum - is rather prohibitive and that, at any rate, it may not be desirable for the Government to incur this expenditure in the

Serial No.

the present state of our finances. I would therefore prefer, for the present, to make use of the Arthasadhaka Patrike for Government publicity work in the manner mentioned above.

4. Whether we use the Arthasadhaka Patrike or undertake the issue of a separate Government Blue Book Journal, it can only serve a limited number of subscribers and will not reach the masses and the people at large among whom publicity work is most necessary. Hence if the matter published by Government is to reach and benefit these persons, it can be done only through the medium of the Vernacular newspapers in the State. I am informed by Mr. Gundappa that if a meeting of the Editors of these papers is called by Government and their assistance invited, they will only be too glad to co-operate with Government and that most, if not all of them, would be quite prepared to publish free of charge any matter which Government may send them provided it is furnished to them in a proper form fitted for immediate publication The suggestion is worth giving a trial; and if the Editors of the Newspapers in the State take kindly to it, all that will be necessary will be for the Kannada Translator or some other special officer appointed by Government to be entrusted with the collection, editing of the required matter and ~~furnishing it~~ supply to the

General and Revenue Secretariat.

File No. 209 of 1912.

Serial No.

Section 2 of the ~~the~~ newspapers for being published ~~therein~~ enter in the paper thereto or as a supplement thereto periodically once a fortnight or a month.

Dewa) 27/2

27/2

I respectfully take up for consideration in Council

I do not feel sure if the Vernacular papers of the State have paid due regard to do the additional expenses - without some remuneration extra papers containing these will have to be remitted when as the same matter will appear more than one paper public will lose interest - and eventually the system will practically mean doubling of the Ver. gazette &

NOTE—Contn. sheet.

735-28.2.12.

Supreme Govt Members / 1st Members / 28/2 / 1/3

Subject-

Question of organising an agency for publicity work.

....

OPINION OF THE COUNCIL.

Note

Editors of newspapers in Zone may be asked whether they will supply publicity matter furnished by us once a week.--

A meeting of Editors may be arranged by Chairman of Zone and members to discuss the question of organising publicity work and newspapers concerned.

6/3

Instructions as to the date & place when a meeting may be held may invite the Editors of newspapers now published in the State, including daily Post.--

Recent letters issued by Director of Postmaster-General's Publicity Branch

6/3

Ex 7/3

[illegible] members

The South Indian Advertising Agency

Established 1914 — Telegraphic Address: SINADVERT

13, KILARY ROAD . . . . BANGALORE CITY

Enclosure

3rd March 192 4

To

The Chief Secretary to Government
of Mysore, Bangalore.

Dear Sir,

We beg to send herewith Copy of an application which we have this day addressed to the Dewan of Mysore, on the subject of publicity work in the State.

Yours Faithfully,

E. Iwai

From

THE SOUTH INDIAN ADVERTISING AGENCY,

Printers, Publishers & Advertising Experts,

13. Kilary Road, BANGALORE CITY.

To

THE DEWAN OF MYSORE,

Bangalore.

Dear Sir,

In pursuance of a wish for a scheme by which greater publicity might be secured to Government's measures and policies, the following note is submitted for consideration:

The need and value of freely communicating to the press and the people of the State information on matters affecting the Administration cannot be over-rated. The Reforms literature - brings out one fact prominently to notice, namely, that a spirit of co-operation between the Government and the people is vital to the success of the constitutional changes lately inaugurated. The present is doubtless a time when education is backward in the - State as elsewhere in India, political experience of the people is still young and when impulse rather than judgment characterises action. Under such conditions, it is incumbent on the Government no less than on particular departments to furnish the people with full information as to their intentions and policies, thereby - contributing to the growth of a sound and healthy opinion in the State. An important means of ensuring that a spirit of publicity permeates all departments of the Administration would seem to lie in the formation of an organization like the publicity bureaux in British India, charged with the task of collecting and conveying

adequate and reliable information on Mysore affairs and correcting misrepresentation# of facts, if any. For this purpose a - journal - weekly or fortnightly as the Government may finally decide - may be published comprising between 15 tp 20 printed - pages in the former case and about 30 pages in the latter, in place of the present quarterly Blue Book Journal and Weekly Press Notes. The journal may be divided into sections representing the several departments and comprising important orders and notifications of Government concerning each department, explanatory notes, memoranda, etc. issued by it on matters exercising the public - mind so far as they relate to that department, useful extracts from the publications of other Governments and Administrations in India and any other matter which is likely to interest the public. The compilation of the journal may remain in the hands of a responsible Government official, while the work connected with its printing and distribution may be entrusted to a private enterprise -- which can assure prompt and neat execution, besides guaranteeing to Government wide circulation and a good income from advertisements. We are prepared to undertake this work on the following terms:-

1. If a <u>weekly</u> journal comprising between 15 to 20 printed pages of matter.	The cost of printing, - binding and distribution is ~~mmanly~~ roughly Rs 6,000 per annum (postage at Govt: cost)
2. If a <u>fortnightly</u> journal comprising 30 printed pages of matter.	-- Do -- is Rs 4,000 per annum.

In either case, we guarantee a circulation of not less than 1,000 copies. We shall undertake to canvass subscribers and - advertisements for the journal, the income from which will go to the credit of Government in meeting the expenditure on printing

and distribution. These terms are to be current for three years, to be revised thereafter in the light of experience.

FINANCIAL RESULTS:- 1. In the case of a weekly journal:

INCOME.		EXPENDITURE.	
Subscriptions (1000 copies at Rs 6/- each p.a.)	Rs 6,000	Cost of establishment consisting of, say, an official on Rs 125 and a typist on " 40 subject to the discretion of Government.	Rs 1,980
Anticipated income from advertisements.	Rs 750	Cost of printing & distribution	" 6,000
Total	Rs 6,750	Total	Rs 7,980

2- In the case of a fortnightly journal.

Subscriptions (1000 copies at Rs 4 each per annum).	Rs 4,000	Cost of establishment (same as above)	Rs 1,980
Anticipated income from advertisements	" 500	-Do- printing etc.	" 4,000
Total	Rs 4,500	Total	Rs 5,980

(Note- The above estimate is for only one thousand copies of journal. The income increases with the increase in circulation of the Journal).

It will be seen from the above statement that in either case (whether the journal is to be a weekly or a fortnightly) the income and expenditure are nearly balanced. As against this, it may be noted that the expenditure now being incurred on the quarterly Blue Book Journal which the new publicity journal is intended to replace, will be saved to Government, so that the revised arrangements involve little or no extra cost, while they constitute a decided improvement on present conditions. There is also the fact to be noted that the new journal may necessitate the stoppage of the publication of official papers in the Mysore Gazettee, as well as a revision of the present arrangements in connection with

the publication of bullotins issued by departments like, Mysore Geological, Agriculture etc. Those bullotins under the new arrangement, might usefully and economically form part of the publicity journal, so that the expenditure incurred at present on their publication becomes no longer necessary. Thus, judged from whatever point of view, the scheme herein outlined has the merit not only of effecting considerable savings to Government in the expenditure now incurred on the Blue Book Journal, -- special departmental bullotins, Part I (a) - Official papers - of the Mysore Gazette, but also of ensuring a far wider publicity to Government's measures and policies than has so far been the case. Our varied experience as journalists, printers and -- advertising experts will, we feel, at once assure you of our capacity to undertake and carryout the whole work with success.

Yours Faithfully,

(Sd) E. Divan

True Copy

FROM

THE SOUTH INDIAN ADVERTISING AGENCY,

Printers, Publishers & Advertising Experts,

13. Kilary Road, BANGALORE CITY.

To

THE DEWAN OF MYSORE,

Bangalore.

Dear Sir,

In pursuance of a wish for a scheme by which greater publicity might be secured to Government's measures and policies, the following note is submitted for consideration:

The need and value of freely communicating to the press and the people of the State information on matters affecting the Administration cannot be over-rated. The Reforms literature - brings out one fact prominently to notice, namely, that a spirit of co-operation between the Government and the people is vital to the success of the constitutional changes lately inaugurated. The present is doubtless a time when education is backward in the - State as elsewhere in India, political experience of the people is still young and when impulse rather than judgment characterises action. Under such conditions, it is incumbent on the Government, no loss than on particular departments, to furnish the people with full information as to their intentions and policies, thereby - contributing to the growth of a sound and healthy public opinion in the State. An important means of ensuring that a spirit of publicity permeates all departments of the Administration would seem to lie in the formation of an organization like the publicity bureaux in British India, charged with the task of collecting and conveying

adequate and reliable information on Mysore affairs and correcting misrepresentation of facts, if any. For this purpose a - journal - weekly or fortnightly as the Government may finally decide -, may be published comprising between 15 to 20 printed - pages in the former case and about 30 pages in the latter, in place of the present quarterly Blue Book Journal and Weekly Press Notes. The journal may be divided into sections representing the several departments and comprising important orders and notifications of Government concerning each department, explanatory notes, memoranda, etc. issued by it on matters exercising the public - mind so far as they relate to that department, useful extracts from the publications of other Governments and Administrations in India and any other matter which is likely to interest the public. The compilation of the journal may remain in the hands of a responsible Government official, while the work connected with its printing and distribution may be entrusted to a private enterprise -- which can assure prompt and neat execution, besides guaranteeing to Government wide circulation and a good income from advertisements. We are prepared to undertake this work on the following terms:-

1. If a <u>weekly</u> journal comprising between 15 to 20 printed pages of matter.	The cost of printing, binding and distribution is roughly Rs 6,000 per annum (postage at Govt: cost
2. If a <u>fortnightly</u> journal comprising 30 printed pages of matter.	-- Do -- is Rs 4,000 per annum.

In either case, we guarantee a circulation of not less than 1,000 copies. We shall undertake to canvass subscribers and - advertisements for the journal, the income from which will go th the credit of Government in meeting the expenditure on printing

and distribution. These terms are to be current for three years to be revised thereafter in the light of experience.

FINANCIAL RESULTS:- 1. In the case of a weekly journal:

INCOME.		EXPENDITURE.	
Subscriptions (1000 copies at Rs 6/- each p.a.)	Rs 6,000	Cost of establishment consisting of, say, an official on Rs 125 and a typist on " 40 subject to the discretion of Government.	Rs 1,980
Anticipated income from advertisements.	Rs 750	Cost of printing & distribution	" 6,000
Total	Rs 6,750	Total	Rs 7,980

2- In the case of a fortnightly journal.

Subscriptions (1000 copies at Rs 4 each per annum).	Rs 4,000	Cost of establishment (same as above)	Rs 1,980
Anticipated income from advertisements	" 500	-Do- printing etc.	" 4,000
Total	Rs 4,500	Total	Rs 5,980

(Note- The above estimate is for only one thousand copies of the journal. The income increases with the increase in the circulation of the journal).

It will be seen from the above statement that in either case (whether the journal is to be a weekly or a fortnightly) the income and expenditure are nearly balanced. As against this, it may be noted that the expenditure now being incurred on the quarterly Blue Book Journal which the new publicity journal is intended to replace, will be saved to Government, so that the revised arrangements involve little or no extra cost, while they constitute a decided improvement on present conditions. There is also the fact to be noted that the new journal may necessitate the stoppage of the publication of official papers in the Mysore Gazettee, as well as a revision of the present arrangements in connection with

the publication of bulletins issued by departments like Geological, Agriculture, etc. These bulletins, under the new arrangement, might usefully and economically form part of the publicity journal, so that the expenditure incurred at present on their publication becomes no longer necessary. Thus, judged from whatever point of view, the scheme herein outlined has the merit not only of effecting considerable savings to Government in the expenditure now incurred on the Blue Book Journal, -- special departmental bulletins, Part I (a) - Official papers - of the Mysore Gazette, but also of ensuring a far wider publicity to Government's measures and policies than has so far been the case. Our varied experience as journalists, printers and -- advertising experts will, we feel, at once assure you of our capacity to undertake and carryput the whole work with success.

Yours Faithfully,

E C Pinai

(67)

NOTES OF DISCUSSIONS AT THE MEETING OF EDITORS OF NEWSPAPERS HELD IN "SESHADRI HOUSE", MYSORE, ON THURSDAY THE 13TH MARCH 1924.

P R E S E N

1. K.R. Srinivasa Iyengar, Esq., M.A.,

Second Member of Council.

2. K. Matthan, Esq., B.A.,

Chief Secretary to Government.

3. M. Venkatakrishnayya, Esq.,

Representative of "Sampadabhyudaya" and the "Mysore Patriot".

4. K. Ranga Iyengar, Esq.,

Representative of the "Mysore Chronicle".

5. Rev. E.S. Edwards,

Representative of the "Vrittanta Patrike".

6. E.C. Pillai Esq.,

Representative of the "New Mysore".

7. Hanumanthe Gowda, Esq.,

Representative of "Vokkaligara Patrike".

8.

Representative of "Ankala"
(Hindi paper)

Notes of discussions at the Meeting of the Editors of Newspapers held in "Seshadri House", Mysore, on Thursday the 13th March 1924.

****

The Second Member explained that the main object of the meeting was to invite the opinion of the Editors of the several newspapers as to how the Government could be helped in respect of publicity work. He said that the measures adopted till now have not been altogether successful, that the Arthasadhaka Patrika in which most of the important orders of Government, intended for the information and benefit of the public, were being published has ceased publication now and that though it is now being published in another form it does not serve the purpose intended, and pointed out the necessity to adopt some means for publicity work to interpret the Government to the public. He also stated that though at present the important Government orders etc., intended for the information of the public are now placed on the Press Table, all the papers are not making full use of them and bringing them to the notice of the public by publication. He further said that there are some very important matters such as questions relating to distress etc., which every man in every village of the State ought to know, and that this object could best be achieved only by the publication of all such matters in all the vernacular papers which are now under circulation in almost every village in the State, and that the Government agency in this behalf will not be successful as has been found by practical experience.

The Chief Secretary was of opinion that it would be a very difficult thing for the editors of newspapers to publish some of the big orders in a manner readable for the public.

Mr. M. Venkatakrishnayya stated that it would be easy for the editors to publish the Government Orders in the papers if

if all the orders except those that are of a confidential nature are placed at their disposal and that the object of the Government would be served thereby. He was of opinion that the placing of the orders on the Press Table will not be of use to all the editors. He also desired that Government should furnish all possible information to the editors on any subject, when enquiries were made in order to enable them to publish only correct statements. The Second Member replied that the Government would be glad to give any facts or furnish any information that may be required by the Newspaper Editors, provided they were not confidential, ~~and added that this~~ forwarding on his would save Government the trouble of issuing press communiques owing to incorrect statements finding place in the papers.

The Second Member then enquired whether the editors would like to have a readable abstract of the Government Orders etc. in easy and popular style prepared and furnished to them for ready publication in their papers. Messrs. Venkatakrishnayya and Ranga Iyengar replied that such an arrangement would no doubt be convenient but that they would like to have both the abstracts as well as the detailed orders sent to them.

Mr. K. Ranga Iyengar suggested that, as is done by the Madras Publicity Bureau, leaflets may be printed by Government and sent to the editors of all the papers for being sent to the subscribers as supplements along with their papers. The Second Member pointed out that this would mean the printing of many thousands of leaflets by Government which would be very expensive; and that it would not be possible for the Government to undertake this at present. He observed that the publication of a summary of Government Orders etc., of public interest in an easy and popular form in the newspapers will serve to increase the importance of the papers and secure better circulation for them. Mr. E.C. Pillai, Rev. E.S. Edwards and

and others said that all important Government Orders etc., were now being published in their papers and that they are therefore doing a considerable amount of publicity work already.

A suggestion was made by Mr. E.C. Pillai and Mr. K. Ranga Iyengar that some space may be reserved to Government (on payment) in each of the newspapers for publication of Government matters as otherwise the editors of the newspapers will not be under any liability to publish all the matter sent by Government.

Rev. Edwards was of opinion that, unless some space was reserved for Government on payment, the editors of the newspapers should be at liberty to pick and choose out of the matter sent to them by Government for publication.

The Second Member observed that he quite agreed with Rev. E.S. Edwards and that the abstract of important orders or other Government matters that may be sent to the newspapers may be published by them if they considered it suitable or desirable, that they need not be under an obligation to publish it in full and that it would be open to them to pick and choose out of it, if they wished to do so.

Mr. E.C. Pillai suggested that the arrangements made by the Madras Publicity Bureau may be ascertained. The Second Member while noting the suggestion observed that we should try to find our own solution of the question suitable to our conditions.

Rev. Edwards again pointed out the necessity of their getting first-hand information on all questions of policy relating to the administration from the Government and the Second Member replied that the Government would be glad to give all possible information ~~and co-operate with~~ to and help

(71)

the papers on the subject.

The question of the supply of information relating to the various Departments by the several Heads of Departments was next considered. Mr. M. Venkatakrishnayya said that it would be better to appoint one person in the Secretariat to devote his whole attention to this question, to obtain information on the various points from the other departments whenever necessary and supply them to the editors. The Second Member replied that he would make a note of it.

The Second Member thanked the gentlemen present for having kindly responded to the invitation sent to them and for their ~~co~~ offer of co-operation with Government in respect of the publicity work.

The meeting was ~~thus~~ then brought to a close.

Sd/-

K. R. SRINIVASIENGAR,
MEMBER OF COUNCIL.

GOVERNMENT OF MYSORE

PUBLIC OFFICES,

~~Bangalore~~,.....192 .

Mysore 11/3

Dear Mr Nalkar.

With regard to proposal to call a meeting of the Editors of the important newspapers in the State to discuss the question of publicity work, Can you call the meeting tomorrow morning at Secretariat before 9.30 AM. or in the Thursday morning?

I should like to have a talk with you about the matter

GENERAL & REVENUE SECRETARIAT,

D. O. Camp, Mysore, 12th March 4.

No. 304-7 C.S.

Dear Sir,

The Government have under their consideration the question of giving adequate publicity to their various measures through the medium of the vernacular so that they may reach as a large a number of people as possible in the villages. Mr. K.R. Srinivasiengar, Second Member of Council desires in this connection to discuss with the Editors of the principal newspapers in the State the question how far the co-operation of the newspapers could be secured in this direction and he will be glad if you can make it convenient to meet him on Thursday the 13th instant at 9 A.M. in Seshadri House, Mysore.

Yours truly,

Chief Secretary to Government.

No. 3024-7
C.B. Dt 12/3/1924

Dear Sir,

The Government have under their consideration the question of giving adequate publicity into their various measure through the medium of the vernacular so that they may reach as large a number of people as possible in the villages. ~~The Second Member~~ Second Member of Council Mr. K.R. Srinivasiengar desires in this connection to discuss with the Editors of the principal newspapers ~~of~~ in the State the question ~~of~~ how far the co-operation of the newspapers could be secured in this direction and he will be glad if you can make it convenient to meet him on Thursday the 13th instant at 9 A.M. ~~at~~ in Seshadri - - House, Mysore

Yours truly,

Chief Secretary to Government

(1) Rev. E.S. Edwards, Editor, Vrittanta Patrike.
(2) Mr. Y.Virupakshayya, Editor, Mysore Star.
(3) Mr.M.Venkatakrishnayya, Proprietor, Sampadabhyudaya and Sadhvi.
(4) The Editor, Mysore Patriot, Mysore.
(5) Mr.B.Hanumanthaiya Gowda, Editor, Vokkaligara Patrike.
(6) Mr. K. Ranga Iyengar, Editor, Mysore Chronicle.
(7) Mr. E.C. Pillai, Editor. New Mysore.

General and Revenue Secretariat.

File No. 809 of 1923

Serial No.

I held a meeting of the Editors or other representatives of the important newspapers in the State who were present at Mysore in connection with the inaugural meeting of the Representative Assembly on the morning of the 13th instant. The Chief Secretary was also present at the meeting. A copy of the proceedings of the meeting is herewith put up.

All the gentlemen present expressed their willingness to co-operate with Government in respect of publicity work. From the observations made at the meeting by Messrs. E.C. Pillai and K. Ranga Iyengar it appeared that they would like to have some remuneration paid to them for reserving some space exclusively in their papers for the publication of Government matter. The question of payment was not raised by others. The following proposals were agreed to generally by all the gentlemen present at the meeting:-

(i) Government to prepare abstracts in easy and popular language of all important Government Orders or other matters which they may like to be published for the information of the people and to send copies of the abstract to the Editors of all the Newspapers in the State. The Editors will publish in their papers either the whole or a portion of the matter sent to them by Government according to the nature of the paper and the class of readers that it is intended to cater to.

NOTE—Contn. sheet.

G. R. S. III-2.

General and Revenue Secretariat.

File No. 89 of 1993 C303

Serial No.

(ii) Besides the abstract, copies in extenso of the Government Orders etc., on which they are based as also all other important orders of Government (whether they are included in the abstracts or not) to be sent to all Editors of Newspapers in the State

(iii) Instructions to be given to officers of Government to comply with requisitions for information of a non-confidential nature made by the Editors of Newspapers in public interest.

(iv) The appointment of a Central Agency at the Secretariat to whom the Editors of Newspapers can apply for information on all matters relating to any Department of Government to be considered.

(This is included with agenda/pre-pt) ks

Dewan

25/3

Please submit in 26/3

27/3

NOTE—Contn. sheet.

Extract from the Proceedings of the 693rd *Meeting of the Council of His Highness the Maharaja, held at Bangalore on the* 27th March 1924 *19*

219. Subject. - Clause xii of the Schedule.

Question of organising an agency for publicity work.

ORDER OF COUNCIL.

The following arrangements may be made for publicity work under Government control:--

1. The present Blue Book Journal may be converted on to a monthly and issued both in English and Kannada.

2. For the increase of work in this connection, provision may be made for

(1)	Editorial allowance	Rs.	100	per mensem.
(2)	Office Assistant	"	75	" "
(3)	Typist	"	50	" "
(4)	Contingent expenditure	"	25	" "

3. As a tentative measure the Secretary to the Representative Assembly and Legislative Council may be appointed ex-officio Publicity Officer and be responsible (1) for bringing out the monthly edition of the Blue Book and publicity journal in English and Kannada (2) for the preparation of abstracts of important Government Order suitable for distribution to local newspapers, as suggested by the second Member in his minute, (3) to answer enquiries of news-

"EXTRACT"

Chief Secretary to Government.

WD 1471—GPB—2,000—1-3-21

123

Extract from the Proceedings of the.....Meeting of the Council of His Highness the Maharaja, held at Bangalore on the.....19 .

4. The work relating to the Kannada edition will be done by the Government Kannada translator and transferred to the editor.

5. The rate of subscription to the journal may be slightly increased. The business part of the journal, viz., canvassing for subscriptions, advertisements etc. may be entrusted to an agent on terms to be settled.

6. The establishment now maintained for the Blue Book Journal and for abstracting newspaper intelligence in the Secretariat will be absorbed in the establishment now proposed, and the work relating to the latter may be transferred to the Publicity officer.

7. The above arrangements may be brought into effect from 1st May so that the first issue of the Blue Book and Publicity Journal may be issued by 1st June.

(Sd) A. R. Banerji,
Dewan of Mysore.

"EXTRACT"

Chief Secretary to Government.

WD 1471—GPB—2,000—1-8-21

General and Revenue Secretariat.

File No. of 191

Revised arrangements for publicity work in the State.

Extract from the Proceedings of the Council is put up.

Forwarded, with compliments, to the Financial Secretary to Government, under paragraph 9 * of the Government Order No. G. 17572-8—G. M. 676-17-1, dated 22nd June 1918.

By Order,

Chief Secretary to Government.

*9. (a) If the views expressed by the Financial Secretary in any case, whether original or un-officially referred, are not accepted by the Member of Government in charge, or by the Dewan and Members of Council, as the case may be, the file containing the discussions shall be sent to the Financial Secretary a second time, in order to enable him, in cases in which he considers that the orders proposed to be issued are opposed to financial rules of Government or to recognised financial principles or for other reasons of a financial nature, are open to objection, to record a respectful representation to that effect, which will be placed by the Dewan before His Highness the Maharaja for consideration.

(b) All cases sent to the Financial Secretary under this rule should be treated as immediate and returned to the Department concerned within three days of receipt.

The arrangement may I think be tried temporarily for a year or two

29.2.24

D.I.N. submd

Respe

Secretary

2/4

3.11

MEMO OF INTERVIEW WITH THE DEWAN

21 MAR 1924

.....192 .

Name of Interviewer— G.P. 156
21.3.24

Representation in brief—

The Public should
with Connected
papers may
be brought back
by G.P.C

Chief Secy with
Comptr

4

4.4

C.B.
noted. Note for next mtg

The papers are before Cabt
Member.

4
24/4

Secret Member

Submitted to His Highness.

The inadequacy of the existing arrangements for giving publicity to the actions and policy of Government in important matters and correcting misapprehensions and misrepresentations has been long felt. The present arrangements for publicity consist of (1) the opening of Press rooms in Bangalore and Mysore where copies of all important orders are placed: (2) the supply of other printed orders to the editors of newspapers:(3) the publication of important orders in the official gazette and (4) the issue of occasional Press communiques. With the constitutional developments now inaugurated, there will be a great political awakening and the need will be increasingly felt for at least one official publication in Mysore which has the definite policy of educating public opinion and supplying correct information. This publication will have to be issued also in Kannada so as to reach a large mass of the Kannada-reading public. It should be sufficiently cheap as to be within easy reach of every literate man in the State who takes interest in public matters and administrative measures.

Page 7 to 13 of office Notes

2. In my note dated the 28th January 1924, I made the following suggestions for improving the existing arrangements:-

(1) The Mysore Blue Book Journal(which is now published quarterly) may be amplified and styled "The Mysore Government Blue Book and Publicity Journal" so as to include the following parts:-

Part I. Prefatory remarks and comments explaining important Government Orders and other measures of importance.(Editorial)

Important Government Orders and administrative measures in an abridged form.

Part II. Reviews of important administration reports, books and other publications by the Mysore Government.

Part III.

Part IV. Notes, correspondence, and suggestions from - Government officers and the public.

Part V. Miscellany relating to Local Self-Government, public health, agriculture and veterinary and economic questions, leaflets on matters of importance, etc.

N.B. Matters of a controversial nature to be scrupulously avoided.

(2) The journal may be issued simultaneously in monthly volumes to appear on the 5th of every month in two editions, English and Kannada.

(3) The subscription may be fixed at Rs . 3 per annum for the English edition and Rupee one per annum for the Kannada edition.

(4) The publication should not be too official in tone and diction.

(5) The editorial work should be entrusted to a journalist on contract.

I also suggested the necessary establishment and other particulars for the purpose.

3. The matter was considered in Council on more than one occasion. At the meeting held on the 8th March 1924 it was decided that the Editors of newspapers in Mysore may be asked whether they would agree to publish matters furnished by Government once a week and that a meeting of the Editors might be arranged under the Chairmanship of the Second Member to discuss the question and the terms on which publicity work could be done by newspapers.

Page 19 of office Notes

4. Accordingly, the Second Member held a meeting of the Editors and other representatives of the important newspapers in the State on the 13th March 1924 and the views of the Editors are contained in the notes of discussion. The main proposals were:-

Pages 20 & 21 of do- & 22

(1) Government to prepare abstracts in easy and popular language of all important orders and other matters and send copies of the ab

papers.

(3) Officers of Government to be instructed to comply with the requests for information of a non-confidential nature, made by the Editors of newspapers.

(4) A central agency to be appointed at the Secretariat to whom the Editors of newspapers can apply for information.

5. The subject was finally considered in Council at the meeting held on the 27th March 1924 when the following resolution was recorded:-

Pages 22 and 23 of Office Notes

"The following arrangements may be made for publicity work under Government control:-

(1) The present Blue Book Journal may be converted into a monthly and issued both in English and Kannada.

(2) For the increase of work in this connection, provision may be made for

(1) Editorial allowance	...	Rs. 100 p.m.
(2) Office Assistant	...	75 "
(3) Typist ...	...	50 "
(4) Contingent expenditure..		25 "

(3) As a tentative measure the Secretary to the Representative Assembly and Legislative Council may be appointed ex-officio Publicity Officer and be responsible (1) for bringing out the monthly edition of the Blue Book and Publicity Journal in English and Kanarese: (2) for the preparation of abstracts of important Government Orders suitable for distribution to local newspapers, as suggested by the Second Member in his minute: (3) to answer enquiries of newspaper Editors.

(4) The work relating to the Kannada edition will be done by the Government Kannada Translator and transferred to the Editor.

(5) The rate of subscription to the journal may be slightly increased. The business part of the journal

ments,etc. may be entrusted to an agent on terms to be settled.

(6) The establishment now maintained for the Blue Book Journal and for abstracting newspaper intelligence in the Secretariat will be absorbed in the establishment now proposed, and the work relating to the latter may be transferred to the Publicity Officer.

(7) These arrangements may be brought into effect from 1st May so that the first issue of the Blue Book and Publicity Journal may be issued by 1st June."

Page 2 of Office Note

6. The Financial Secretary who was consulted in the matter is of opinion that these arrangements may be tried temporarily for a year or two.

7. The scheme for publicity work as outlined in the Council resolution may be graciously approved. The cost of the Scheme (exclusive of the cost of paper and printing) will be Rs . 3,000 per annum, as against which there will be the saving of the pay of a clerk now employed in the Secretariat for abstracting newspaper intelligence and compiling the Blue Book Journal which amounts to Rs . 67/- per mensem or Rs . 804/- per annum. The net extra cost will be Rs . 2,196 per annum.

8. I have been considering the matter for many months now and submit that the Scheme now promulgated appears to me to be the most suitable under the present circumstances. While newspapers cannot directly be subsidized,they will be availed of, as far as is possible, as the medium for the dissemination of correct news and Government will also have an improved Publicity Journal more acceptable to the general public,containing readily digested official news.

9. The above resolution of the Council may,therefore be graciously approved.

Bangalore.

Record of Cases submitted for the Orders of His Highness the Maharaja

Subject.

Scheme for publicity work in the State.

170

Order.

~~KRM~~

8/4/24

Chief Secy

draft orders Please

AP

8 APR 1924

Approved & revised

17.4

a revised copy is submitted

Dewan

+ usual no. draft

9/4/24

Draft ordered

Secy

11/4

14/4

Chief Secy

8 21/4

G. R. S. III-2]

General and Revenue Secretariat.

S.M. File No. 209 of 1913.

Serial No.

To

The Secretaries to Govt.
" Controller to Govt.
" Heads of Depts.
" D.C's of Dts.
" Secy: for R.A. & Legis: Council

S. 13943-4003 dt 22nd Nov. 1914.

Issues orders re arrangements for giving publicity to Govt. measures and to matters of policy, —

NOTE—Contn. sheet.

R. S. III-2]

C 303.

General and Revenue Secretariat. | File No. 907 of 19[illegible]

Serial No.

Scheme for publicity work in the State

31. All urgent or confidential files returned with His Highness' orders may, in the absence of instructions or indications to the contrary, be ordinarily circulated to the Members of Council for perusal after the issue of orders.

33. The Secretaries concerned should see that orders in the cases referred to above are issued at once and that the files are returned immediately after to the Chief Secretary for circulation to the Members.

34. In all other cases, the files will first be circulated to the Members of Council at headquarters and then sent to the Secretariat concerned for the issue of orders.

Circulated to the Members of Council for perusal of His Highness' orders $\frac{\text{before}}{\text{after}}$* issue of orders. (*Vide* Rules 31, 33 and 34 of the Subsidiary Rules for the conduct of business of Council in the Manual of Council Rules and Procedure.)

Chief Secretary to Govt.

Through the Secretary to Government,

.....Department.

9137/575

Take Kindly circulated after his return to HQ after tour here

FIRST MEMBER OF COUNCIL

SECOND MEMBER OF COUNCIL

THIRD MEMBER OF COUNCIL.

NOTE—Contn. sheet.

Proceedings of the Govt. of His Highness the Maharaja of Mysore.

G.M. 209-13-1.

Order No. G/3943-4003/G.M. 209-23-1
Dated, 22nd April 1924

The ~~Government have had under consider-~~ tion for ~~some time past the~~ question of improving the arrangements for giving publicity to ~~the actions~~ Govt measures & to matters of public and policy ~~of Government in important matters and for correcting misapprehensions and misrepresentations~~. The system of making official information available to newspapers by opening a Press room in the Secretariat buildings at Bangalore has been in existence since 1906 and this has recently been tended by opening a press room in Mysore. In addition all important orders of public interest are published in the official Gazette, both English and Kannada, and copies of the Gazette as well as other papers placed at the disposal of the Press but are not published in the Gazette, such as the State Administration Reports and Departmental Administration Reports are supplied to the Editors of important Newspapers. Further since June 1922, weekly Press Notes summarising important orders and giving particulars of official events are published under authority. The Government have reason to believe that the present arrangements are not quite adequate especially in view of the political awakening in the country consequent of the recent constitutional developments.

has been under consideration for some time past

be
Printed ?
treated as a standing order ?
published in the Gazette.
English Part ? Yes Only
translated ?
placed at the disposal of the press ? 21/4
published in the Gazette, Kannada Part ?

meet the growing demands of public opinion for the prompt supply of official information in a readable form.

Organisations have been set up by other

Campbell's D.O. dated 23.4.24

Governments to disseminate on the one had correct information about the administrative measures and matters of public interest and on the other to watch for the feeling of the people as evinced in the utterances of the Press of the country and to remove misapprehensions as well as to clear doubts - & misconceptions

The question of organising a Publicity Bureau in Mysore on similar lines has been considered but had to be given up owing to the very heavy expenditure involved. The matter was recently discussed at an informal Conference with the representatives of some of the leading Newspapers in the State when the following suggestions were made:-

(i) Government to prepare abstracts in easy and popular language of all important orders and other matters, and send copies of the abstracts to the Editors of newspapers for publication;

(ii) Besides the abstracts, copies in extenso of the Government Orders to be sent to the Editors of newspapers.

(iii) Officers of Government to be instructed to comply with the requests for information of a non-confidential nature, made by the Editors of newspapers.

(iv) A central agency to be appointed at the Secretariat to whom the Editors of newspapers can apply for information.

3

After a careful consideration of the matter the Government resolve to make the following arrangements with a view to supplement the existing facilities:-

(a) In addition to the supply of important official papers to the Editors of newspapers through the medium of the official Gazette and otherwise, the Government will, ~~with a view to facilitate,~~ arrange to issue to the Editors of newspapers abstracts of important official papers ~~in simple language~~, both in English and Kannada. Editors will be at liberty to make such use as they deem fit of these abstracts.

Every Saturday

Suitable for publication in a condensed form in the Public Voice ~~and popular~~

(b) The Blue Book Journal which was started in the year 1916 as a semi-official publication and is a compilation of important official papers of more or less permanent interest, issued by the Mysore Government as well as by other Governments, will hereafter be designated "Mysore Blue Book and Publicity Journal", and it will ~~hereafter~~ be issued monthly in English and Kannada instead of quarterly in English only as at present. It will include the following parts:-

(1) Prefatory remarks and comments explaining important Government Orders and measures of public importance (Editorial).

(2) Reviews of important Administration Reports, Books and Publications of the Govt. of Mysore.

(3) Extracts from important orders and administrative measures of foreign Govts.,

(4) Notes, correspondence and suggestions relating to matters of administration from Govt. officers and the public, and

(5) Miscellaneous (Local Self Govt., Public Health, Agriculture and Veterinary, Economic questions, leaflets on matters of public importance, etc.)

(c) To attend to the work entailed by the above arrangement, provision will be made for the following expenditure:-

(1) Editorial allowance,		Rs.100 p. m.
(2) Office Assistant,	...	" 75 p.m.
(3) T y p i s t,	...	" 50 p.m.
(4) Contingencies,	....	" 25 p.m.

~~Translation work will be done by the Govt.~~ Kannada Translator. The rate of subscription to the Blue Book and Publicity Journal will be fixed at Rs. 3 for the English edition and Rs. 1/8 for the Kannada edition. The Journal will be printed in the Government Press. An Agent will be appointed to attend to the business of the Journal and making ~~the journal~~ self-supporting by improving its circulation and securing advertisements.

(d) As a tentative measure, the Secretary to the Representative Assembly and the Legislative Council will be ex-officio Publicity Officer and Editor of the Journal. He will be responsible for

(i) printing the Journal in English and Kannada, and

(ii) the preparation of abstracts of important Government Orders for distribution to Newspapers.

Translation work for the journal will be done by the Asst Kannada Translator

(e) Editors of newspapers may apply to the Publicity officer for information on matters of public interest which are not of a confidential nature. Such applications will be complied with as far as possible, at the discretion of the Publicity Officer, in consultation with the Secretaries to Govt., Heads of Departments or other officers concerned.

(f) The ~~issue of~~ weekly press notes will be discontinued.

(g) The above arrangements will be given effect to from 1st ~~May~~ June 1924 so that the first number of the Journal in its new form may be issued in the first week of June. From the above date the post of 2nd Division clerk (on Rs.67) in the Gen. and Rev.Sectt. employed in connection with the compilation of the Blue Book Journal and preparing abstracts of newspaper intelligence will be abolished, and the work of preparing these abstracts for the information of Government will devolve on the Publicity Officer from the same date.

The extra cost for the current year will be met from savings under salaries of the General and Revenue Secretariat. Separate provision for the expenditure involved will be made in the budget of the next and succeeding years.

Chief Secretary to Govt.

To

The Secretaries to Government,
The Comptroller, Mysore Government
The Heads of Departments,
The Deputy Commissioners of Districts,
The Secretary for R.A. and L.C.

PRESS TABLE,
GAZETTE,